

2021 SOCIAL MEDIA TOOLKIT

SOCIAL MEDIA CAMPAIGN

We would appreciate your support in promoting our social media assets which cover four areas:

	Format	Instagram	Facebook	Twitter
1. General Breathing Space information - Aims / Need help now	PNG	✓	✓	✓
2. 'Hide Behind Fine' campaign - Radio Ad - Static image	MP4 PNG	✓	✓	✓ ✓
3. National Breathing Space Day	GIF MP4 PNG	✓	✓	✓
4. Online mental health information - NHS inform - Panic/ Anxiety/ Social Anxiety/ Self-esteem	PNG			✓

We would be grateful if you can help us evaluate these posts by using the #youmatterwecare and #BreathingSpaceDay hashtags.

BREATHING SPACE

Scotland's mental health phone and web chat service

If you're in distress or feeling low, stressed or anxious, our specialist advisors will listen and offer advice. Our advisors come from a range of mental health, counselling and social work backgrounds.

Breathing Space is available to anyone in Scotland over the age of 16, and is open when other support such as family, friends or GPs may be unavailable. You can let us know what's on your mind or ask about helpful resources in your area.



0800 83 85 87
www.breathingspace.scot

Phone open: Weekdays: Mon-Thurs (6pm - 2am) Weekend: Fri 6pm - Mon 6am
Web chat open: Weekdays: Mon-Thurs (6pm - 2am) Sat/Sun: 4pm - 12am

NEW RADIO CAMPAIGN: 'WHAT HIDES BEHIND FINE'

With Breathing Space you don't have to hide behind fine

When we're feeling down, anxious or overwhelmed, a lot of us put on a 'brave face'. We all have our reasons... we don't want to make a fuss, we don't want to seem weak or we don't want to worry our loved ones. When asked how we are, a lot of us answer 'fine' without a second's hesitation. But how many people aren't?

This ad and related assets shows our listeners that we see them and we understand what they're going through. And it shows that with Breathing Space, you don't have to hide behind fine.



NATIONAL BREATHING SPACE DAY

Take some 'breathing space' on 1st February

This national awareness day takes place every year across Scotland on 1st Feb to promote mental wellbeing and raise awareness of Breathing Space. Scots are encouraged to take some 'breathing space' away from life's stresses by taking part in an activity they enjoy to benefit their mental wellbeing. This could mean visiting the great outdoors, going for a coffee or simply taking a few moments to relax. This year's 'You Matter, We Care' theme encourages caring for self and others.








DIGITAL MENTAL HEALTH RESOURCES

NHSinform is Scotland's trusted health information website

For anyone looking for mental health and wellbeing information online, NHSinform.scot is a trusted source covering topics which include anxiety, panic, phobias, problem solving, self-esteem and social anxiety.



SOCIAL MEDIA POSTS

Topics	Example Text
<p>General signposting to Breathing Space (opening hours of service are 6pm-2am weekdays and 24 hours at weekends)</p>	<p>It's not easy to talk about problems and emotions. That's why there's Breathing Space. They try to make it easier to talk about what you're going through. #youmatterwecare  0800 83 85 87 https://breathingspace.scot/how-we-can-help/need-to-talk/</p>
	<p>Feeling low, stressed or anxious? You are not alone. Our friends at Breathing Space are there to listen and offer advice. #youmatterwecare  0800 83 85 87 https://breathingspace.scot/how-we-can-help/what-we-do/</p>
<p>'Hide Behind Fine' radio campaign</p>	<p>When we're feeling low or anxious, a lot of us put on a 'brave face'. We're proud to support this new ad from Breathing Space, showing you don't need to hide behind 'I'm fine'. #youmatterwecare</p> <p>For support ▯ breathingspace.scot</p>
	<p>When we're feeling anxious or overwhelmed, we sometimes hide behind 'I'm fine'. Please remember our friends at Breathing Space are here for you. #youmatterwecare</p> <p> 0800 83 85 87  breathingspace.scot</p>
<p>General signposting to NHSinform www.nhsinform.scot</p>	<p>Don't forget that Breathing Space can listen and offer advice if you're feeling low or anxious. The sooner you talk to them, the better you might feel. Mental health resources and support also available on nhsinform.scot #youmatterwecare</p> <p> 0800 83 85 87</p>
	<p>If you are feeling stressed or anxious, a range of resources and support are available on NHS inform. You are not alone with your mental health. #youmatterwecare</p> <p>For more tips ▯ bit.ly/2GEnnyo</p>

Key awareness dates	
Suicide Prevention Week (5-11 th Sept)	<p>This week is #SuicidePreventionWeek. If you're feeling down it can help to talk things through. Our friends at Breathing Space are available in the evenings and at the weekends.</p> <p>☎ 0800 83 85 87</p> <p>For urgent support ▣ https://www.nhsinform.scot/campaigns/suicide</p>
	<p>We're supporting United to Prevent Suicide's campaign @_FCUnited, where well-known names within the Scottish game speak openly about their mental health.</p> <p>Find out more ▣ https://bit.ly/3BKOzIZ</p>
World Mental Health Day (10 th Oct)	<p>Today is #WorldMentalHealthDay. You are not alone and talking about how you feel is a positive first step in getting help. Pick up the phone and call Breathing Space, they're here to listen.</p> <p>☎ 0800 83 85 87</p> <p>https://breathingspace.scot/how-we-can-help/what-we-do/</p>
National Stress Awareness Day (3 rd Nov)	<p>Help is out there if you're struggling with stress. Our friends at Breathing Space are there to talk things through on 0800 83 85 87. #stressawarenessday</p> <p>Visit NHS inform for further tips ▣ https://bit.ly/3DQcXo6</p>
National Breathing Space Day (1 st Feb)	<p>It's #BreathingSpaceDay today. A reminder that it's ok to take some time for yourself. If you're struggling with your mental health, talk to Breathing Space on 0800 83 85 87.</p>
Time to Talk Day (4 th Feb)	<p>How are you doing today? Breathing Space is a free, confidential phone and web chat service for anyone in Scotland feeling low, stressed or anxious. #timetotalk</p> <p>☎ 0800 83 85 87</p> <p>💻 breathingspace.scot</p>
Stress Awareness Month (April)	<p>Struggling with stress? Talking things through can help. Our friends at Breathing Space can provide listening and advice on 0800 83 85 87.</p> <p>Visit NHS inform for more tips ▣ https://bit.ly/3DQcXo6</p>
Mental Health Awareness Week (9-15 May)	<p>This #MentalHealthAwarenessWeek remember that Breathing Space can listen and offer advice if you're feeling low. They provide a safe and supportive space, whatever your reason for calling.</p> <p>☎ 0800 83 85 87</p> <p>💻 breathingspace.scot</p>